

Managing New Product Technology (Ama Management Briefing)

by Robert Szakonyi

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Contact: 1-2, New York — Human Resources for Information Systems. 1-2, Philadelphia — Computer Media Management Systems and Support Assessments. 1-3, Washington, D.C. — Executive Forum on Information Systems: Managing the Proliferation of New Technologies. The Routledge Companion to Marketing History - Google Books Result Managing new product technology /. by Szakonyi, Robert,. Series: AMA management briefing Published by : AMA Membership Publications Division, American New Product Development - develop your own new product Coursera . relatively remote townships is becoming a trend for technology organizations. AMA Management Briefing, American Management Association, New York. 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